IN THE CLAIMS:

Claims 15, 18, and 19 have been cancelled. Claims 9, 11, 13, 14, 16, 17, and 20 have been amended.

Claims 1 - 8 (cancelled).

9. (currently amended) A computer-readable medium encoded with a program for enabling adaptive product recommendations based on multiple-scale ratings, said program, which when executed, cause a computer to:

acquire post-use multiple-scale ratings from at least one user, said post-use multiple-scale ratings corresponding to at least one product, the one product also being rated by multiple-scale product ratings, each of said post-use multiple-scale ratings and each of said multiple-scale product ratings comprising a plurality of rating scores with respect to a plurality of corresponding rating scales, wherein each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product;

analyze said post-use multiple-scale ratings; and

enable adaptive product recommendations based on the analysis of said post-use multiple-scale ratings.

10. (previously presented) The computer-readable medium according to claim 9, wherein said enabling includes at least one of:

updating said multiple-scale product ratings using a new multiple-scale rating generated based on the analysis resulted from said analyzing;

generating at least one multiple-scale personalized filter to filter said multiple-scale product ratings on an individual basis; and

identifying zero or more of said rating scales that correlate with dissatisfaction of said users to adjust the importance of each of said rating scales in said multiple-scale product ratings.

11. (currently amended) A computer-readable medium encoded with a program for adjusting a multiple-scale product rating based on post-use multiple-scale ratings, said program, which when executed, causes a computer to:

obtain a multiple-scale rating of a product, said multiple-scale product rating being a plurality of rating scores corresponding to said rating scales, wherein each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product;

acquire post-use multiple-scale ratings of said product, said post-use multiple-scale ratings being a plurality of rating scores corresponding to the plurality of rating scales; and

adjust multiple-scale product rating based on post-use multiple-scale ratings.

12. (original) The computer-readable medium according to claim 11, wherein said adjusting includes:

Generating a new multiple-scale rating based on said post-use multiple-scale ratings; and

revising said multiple-scale product rating of said product based on said new multiple-scale rating.

13. (currently amended) A computer-readable medium encoded with a program for making product recommendations utilizing multiple rating scales, said program, which when executed, causes a computer to:

obtain a plurality of pre-use multiple-scale selection specifications from a user, each of said pre-use multi-scale selection specifications being a rating score corresponding to a rating scale, wherein each of the multiple-scale selection specifications corresponds to a rating of a property of content of the at least one product;

obtain a recommendation for a product based on a proximity of said plurality of pre-use multiple-scale selection specifications to the multiple-scale product ratings[[,]]; [[and]]

receive input to select the product from the user;

acquire post-use multiple-scale ratings for said product from the user after the product has been selected, said post-use multiple-scale ratings corresponding to the product; and

generate pre-/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple-scale selection specifications and the post-use multiple-scale product ratings for said product input by the user.

14. (currently amended) The computer-readable medium of claim 13, said program including instructions, which when executed, cause a computer to:

~~generate pre/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple-scale selection specifications and the post-use multiple-scale product ratings; and~~

create a multiple-scale personalized filter for said user based on said pre/post-use discrepancies.

Claim 15 (cancelled).

16. (currently amended) The computer-readable medium of claim [[15]] 14, said

program, which when executed causes the computer to:

acquire post-use satisfaction ratings of said product from said user of said

product;

~~determine a difference between said pre-use multiple-scale selection~~

~~specifications and corresponding said post-use multiple-scale ratings to generate pre-~~

~~/post-use discrepancies for the plurality of rating scales;~~ and

correlate the post-use satisfaction ratings with the pre/post-use discrepancies for

the plurality of rating scales to identify which of the pre/post-use discrepancies

substantially correlate with low values of said post-use satisfaction ratings.

17. (currently amended) A system for adaptively making product

recommendations based on multiple-scale product ratings, said system comprising:

an acquisition unit for acquiring pre-use selection specifications from a user,

each of said pre-use selection specifications specifying a desired product and being a

plurality of scores corresponding to a plurality of rating scales, each of the rating scales

rating a property of each of a plurality of products;

a product rating storage mechanism for storing multiple-scale product ratings for

[[a]] the plurality of products, each of said multiple-scale product ratings corresponding

to one of said products;

a product recommendation unit for making product recommendations based on a

comparison of said pre-use selection specifications and said multiple-scale product

ratings; [[and]]

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an acquisition unit for acquiring post-use multiple-scale ratings for a product selected from the product recommendations, said post-use multiple-scale product ratings comprising a plurality of rating scores corresponding to said product rating scales; and

a personalized filter generator to create a personalized filter for the user based on pre-/post-user discrepancies which are the differences calculated between said pre-use selection specifications and said post-use multiple-scale product ratings.

Claims 18 and 19 (cancelled).

20. (currently amended) The system according to claim [[18]] 17, wherein said calibration unit includes a correlation unit, the correlation unit collecting a post-use overall rating for the product, determining pre-/post-user discrepancies based on the difference between the pre-use selection specifications and the post-use multiple-scale product ratings, and analyzing the pre-/post-use discrepancies to identify which of the rating scales correlate to the post-use overall rating for the product.

21. (previously presented) The system according to claim 20, further including building an adjustment filter based on the identified rating scales which correlate to the post-use overall rating for the product.

22. (previously presented) The system according to claim 21, wherein the adjustment filter includes weighting the identified rating scales to update the multiple-scale product ratings.

23. (previously presented) The system according to claim 21, wherein the adjustment filter is incorporated into the product recommendation unit to filter the pre-use selection specifications.